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I&I – Imaging & Information

digital
Tools for the imagination.

3.24 MEGA PIXELS

6× ZOOM

xD xD-Picture Card

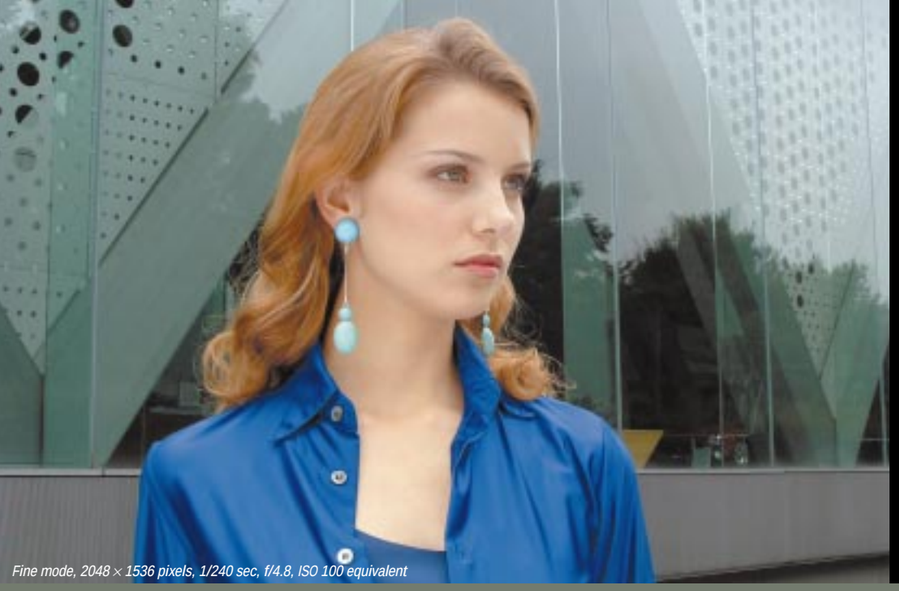
New

DIGITAL CAMERA

FinePix S304

The Newest Statement In Digital Photography Style And Performance

FinePix

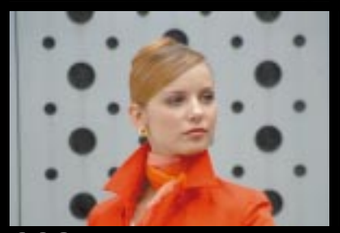


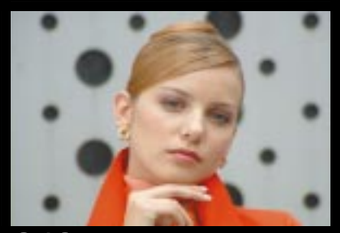
Fine mode, 2048 × 1536 pixels, 1/240 sec, f/4.8, ISO 100 equivalent

All focal distances shown below are 35mm camera equivalent.

30mm
Wide-angle setting (with Wide Conversion Lens)

38mm
Wide-angle setting





228mm
6X optical zoom setting

342mm
6X optical zoom setting (with Tele Conversion Lens)

Fine mode, 2048 × 1536 pixels, 1/220 sec, f/4.8, ISO 100 equivalent

The FinePix S304: The most exciting way to create a great digital image

3.24-million pixel image quality

With its 3.24-million effective pixels of resolution (2048 × 1536 pixels), the FinePix S304 produces richly textured images with clear, natural colors and lifelike details. Delivering a high S/N ratio, the camera makes subjects look smoother and more natural.

6X optical zoom + 3.2X digital zoom

Featuring a high-performance Fujinon 6X optical zoom lens (equivalent to 38-228mm on a 35mm camera), the FinePix S304 also offers digital zoom up to 3.2X in 640 × 480-pixel mode. That gives you a total effective magnification of up to 19.2X – equal to a 730mm lens on a 35mm camera. And with the optional 0.79X Wide Conversion lens* or 1.5X Tele Conversion lens*, you can further expand your shooting horizons to a 30mm wide-angle or 342mm telephoto (an effective 9X optical zoom).

Tele Conversion and Wide Conversion lenses (optional)

* *The Wide Conversion and Tele Conversion lenses are not recommended for flash photography as they may block the flash.*

Easier operation, more convenient features

• Simple interface

Everything about the FinePix S304 is designed for ease of use, with quick, logical access to all controls, and dedicated dials and buttons for the features you use the most. The ergonomic design makes the FinePix S304 a breeze to operate one-handed, thanks to its comfortable molded grip.

• Versatile shooting functions

AUTO Fully automatic operation controls all parameters for capturing quality pictures. The autofocus function assures sharp images, auto-exposure automatically selects the optimum aperture and shutter speed, and intelligent auto-white balance adjusts for the type of lighting to give you perfect colors every time.

The Scene Position feature lets you specify the type of scene – landscape, portrait, etc. – for beautiful customized results.

M The FinePix S304 offers a wide range of manual settings including exposure, flash power, white balance and more.

The FinePix tradition is all about great looks and superb digital photo performance. Now meet its newest statement in style: the FinePix S304. Silvery and futuristic, its compact body fits your hands perfectly. And within those small dimensions you'll find a host of high-performance features, including a razor-sharp 6X optical zoom, an easy-to-use electronic viewfinder, and even the ability to record movies with sound.

Actual size

DIGITAL CAMERA
FinePix S304

User-friendly electronic viewfinder

Simulated EVF/LCD display images

The FinePix S304's user-friendly electronic viewfinder displays all the shooting information you need to take great pictures. It lets you view images even in full sunlight. You can also use it to display playback images instead of the LCD monitor, saving on battery power.

Movie and Voice Memo capabilities

The FinePix S304 lets you record 200-second video clips* complete with sound, and to add convenient 30-second voice tags to your captured images.

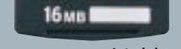
* *In 160 × 120- pixel mode*

Easy connection to your PC

The USB port and included FinePixViewer software make it easy to transfer image files, video files and Voice Memo data to your PC for viewing, storage and e-mailing.

xD-Picture Card memory

The FinePix S304 is designed around the xD-Picture Card, the new standard in ultra-compact digital storage media. The introduction of compatible USB card reader and PC card and CompactFlash™ card adapters means PC data-transfer ease and other versatile advantages.



Actual size

Windows XP Compatible

The FinePix S304 and included USB driver software are certificated as "Designed for Microsoft® Windows XP". Both are also fully functional with Windows 98SE/2000/ME and the Mac OS.

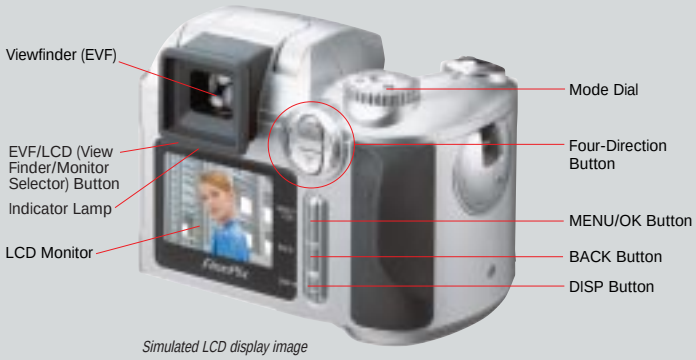
Designed for Microsoft® Windows® XP

Long battery life

Engineered for maximum power efficiency, the FinePix S304 is capable of taking up to 300 shots, even with the LCD turned on and the flash used 50% of the time, on a single set of four AA alkaline batteries.

Sample images in this brochure were taken with the FinePix S304. (Excepting product shots)

FUNCTIONS



Simulated LCD display image

SPECIFICATIONS

DIGITAL CAMERA FinePix S304

Number of effective pixels*	3.24 million pixels
CCD sensor	1/2.7-inch square pixel CCD with RGB filter (Number of total pixels: 3.34 million pixels)
Number of recorded pixels	2048 × 1536/1600 × 1200/1280 × 960/640 × 480 pixels
File format	Still image: JPEG (Exif Ver 2.2**)/Movie: AVI (Motion JPEG) [Design rule for Camera File system compliant/DPOF-compatible]
Storage media	xD-Picture Card (3.3V, 16MB to 128MB)

Number of images/recording time

Modes	Still image					Movie	
Image quality mode displayed	3M (Fine)	3M (Normal)	2M	1M	0.3M	320	160
Number of recorded pixels	2048 × 1536		1600 × 1200	1280 × 960	640 × 480	320 × 240	160 × 120
DPC-16 (16MB)	12	26	39	49	122	Approx. 94 sec.	Approx. 5.0 min.
DPC-32 (32MB)	25	53	79	99	247	Approx. 191 sec.	Approx. 10.1 min.
DPC-64 (64MB)	50	107	159	198	497	Approx. 6.4 min.	Approx. 20.2 min.
DPC-128 (128MB)	102	215	319	398	997	Approx. 12.9 min.	Approx. 40.6 min.

The numbers of images and recording time will vary slightly depending on the type of the subject.

Lens	Fujinon 6✕ optical zoom lens
Lens focal length	Equivalent to 38-228mm on a 35mm camera
Focus	Autofocus
Focus distance	Normal: Approx. 80 cm/2.6 ft. to infinity Macro: Approx. 10 cm – 80 cm/0.3 ft – 2.6 ft
Aperture	F2.8/F 4.8/F8.2 (antomatically selected)
Exposure control	64-zone TTL metering, Programmed AE (Exposure compensation in manual mode)
Sensitivity	Equivalent to ISO 100
Shutter speeds	3 to 1/1500 sec. (using AE)
White balance	Automatic Manual [Fine, Shade, Fluorescent light (Daylight), Fluorescent light (Warm White), Fluorescent light (Cool White), Incandescent light]
Flash	Auto flash using flash control sensor Effective range: Wide 0.3 m – 3.5m/1.0 ft. – 11.5 ft. Telephoto 0.8 m – 3.5 m/2.6 ft. – 11.5 ft. Flash mode: Auto, Red-eye Reduction, Forced Flash, Suppressed Flash, Slow Synchro, Red-eye Reduction + Slow Synchro
LCD monitor	1.8 -inch amorphous silicon TFT (62,000 pixels)
Terminal	USB 1.1 interface, DC-in 5V power socket
Power source	4× AA alkaline or Ni-MH batteries or AC power adapter (optional)
Dimensions	99.7 (W) × 77.3 (H) × 69.3 (D) mm/3.9 (W) × 3.0 (H) × 2.7 (D) in.
Weight	295 g/10.4 oz. (excluding battery and media)
Camera functions	
Digital zoom	3.2✕ (640 × 480 pixels), 1.6✕ (1280 × 960 pixels), 1.28✕ (1600 × 1200 pixels)
Shooting modes	Auto, Manual
Continuous shooting	2 frames/sec., up to 2 frames
Movie recording	320 × 240 pixels: 10 frames/sec., up to 60 sec. 160 × 120 pixels: 10 frames/sec., up to 200 sec. (with monaural sound, AVI format)
Voice Memo	Monaural, up to 30 sec., WAV format
Playback	Single frame (with 12.8✕ playback zoom), 9 Multi-frame
Others	Self-timer, DPOF, Protect

Accessories included	16MB xD-Picture card 4× AA-size alkaline batteries Adapter ring Shoulder strap USB Cable CD-ROM • USB driver • FinePixViewer • Apple QuickTime™ 5.0 • Image Mixer VCD for FinePix

* Number of effective pixels: The number of pixels on the image sensor which receive input light through the optical lens, and which are effectively reflected in the final output data of the still image.

** Exif 2.2 is a newly revised digital camera file format that contains a variety of shooting information for optimal printing.

Specifications are subject to change without notice.

OPTIONAL ACCESSORIES

xD-Picture Card
DPC-16 (16MB),
DPC-32 (32MB),
DPC-64 (64MB),
DPC-128 (128MB)

Rechargeable Battery 2HR-3UF
• 2 × AA-type Ni-MH

PC Card Adapter DPC-AD

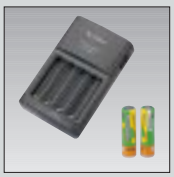
Wide Conversion Lens WL-FX9***
• 0.79✕
• ø55mm thread
• with Adapter Ring****

Image Memory Card Reader DPC-R1 (USB)

Tele Conversion Lens TL-FX9***
• 1.50✕
• ø55mm thread
• with Adapter Ring****

AC Power Adapter AC-5VH/5VHS

Soft Case SC-FX304



Battery Charger with Battery BK-NH
• Charged in approx. 2 hours,
• With Euro type or UK type plug

*** The Wide Conversion and Tele Conversion lenses are not recommended for flash photography as they may block the flash.

**** The FinePix S304 comes with a dedicated Adapter Ring as an included accessory.

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